

Rep Order# 6840589 Ver# 1 Status New Traffic Order# Printed: 08/10/2012 2:48 PM 1 of 2

EC'd Yes Last Received: 08/10/2012 10:37 AM

Showing Buylines: All Lines

Station WVBTV-TV NORFOLK, VA. Agency () MENTZER MEDIA Rep Firm
Advertiser () AM.FOR PROSPERITY 600 FAIRMONT AVE, S#306 Sales Office () PHILADELPHIA
Product AMER. FOR PROSPERITY TOWSON, MD 21286 Salesperson () ANJIE BRADY
Estimate# 288 Agency C/P1/P2/E //288
Buyer ANNE BRAUNSCHEIDEL Flight Dates 08/11/2012 - 08/14/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

CLIENT: AMERICANS FOR PROSPERITY SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$3650
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SA	10P-1045P	SATURDAY LATE NEWS	:30	\$700.00	08/11-08/11	1	1	1	\$700.00	
	2	SU	10A-11A	FOX NEWS SUNDAY	:30	\$50.00	08/12-08/12	1	1	1	\$50.00	
	3	SU	10P-1045P	SUNDAY LATE NEWS	:30	\$700.00	08/12-08/12	1	1	1	\$700.00	
	4	M-TU	10P-1045P	LATE NEWS	:30	\$700.00	08/13-08/14	2	1	2	\$1,400.00	
	5	SA	8P-9P	COPS	:30	\$400.00	08/11-08/11	2	1	2	\$800.00	

---REPORT TOTALS---

Report Totals: 7 / \$3,650.00

---SALES MONTHLY TOTALS---

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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Flight Dates 08/11/2012 - 08/14/2012
Hiatus Weeks

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Aug 12: 7 / \$3,650.00

Sales Totals: 7 / \$3,650.00

Station Totals: 7 / \$3,650.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$73,000

CATV 0%	WAVY 35%	WGNT 0%	WPXV 0%	WTKR 22%
WTVZ 0%	WVBT 5%	WVEC 38%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE